

# Zachary A. Watson

1109 Venetian Dr. Tybee Island, Ga • (912) -604-7617 • [zwats47@gmail.com](mailto:zwats47@gmail.com)

**DESIRED POSITION:** Entry Level Team or Program Leadership Position

## EDUCATION

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**Mercer University**

**Bachelor of Business Administration**

**Major:** Human Resource Management Major GPA:3.75

**Minor:** Political Science

## RELEVANT COURSEWORK & SKILLS

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### Strategic Demand and Labor Management

- Won first place in the Capstone Simulation which assesses your knowledge of marketing, finance, production, and human resource development in competition with other students

### Entrepreneurship

- Evaluated the feasibility of operating diverse types of businesses around the Macon area. Program utilized SWOT based analysis and industry conditions to estimate their commercial success

### Consumer Behavior

- Developed and performed market research to determine the impact of athletes' political and social agendas on professional sports commerce (utilizing television ratings)

## Internships

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**Research and Development Intern** *February - May 2017 Macon, Georgia*

### Nanomist Technologies

- Develop, simplify, and market a product for Nano-mist Technologies, a company based in Macon, Georgia
- Helped develop a new usage protocol for a prototype device which coordinated with existing hospital workflows
- Provided ideas for protocol improvement throughout the study to improve repeatability and increase efficiency

**Marketing Intern** *May - August 2017 Savannah, Georgia*

### Holland Insurance Agency (State Farm Agent)

- Generate customer leads and share them with agents by delivering auto quotes to customers
- Maintained the agencies social media feeds for potential client growth and relationship development

## INVOLVEMENT

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**Young Entrepreneurs Academy** *February - March 2017*

### Guest Mentor

- Review middle school student entrepreneurial business plans, and provide feedback on ways they could improve their potential pitch to become a successful company

**Lambda Chi Alpha Fraternity** *August 2014 – May 2018*

- Served two terms on the Fraternal Executive Committee which is the governing and judiciary body of the organization; served one term as the Fraternity Secretary

**International Bears Association** *January - May 2015*

- Served as International Student Liaison to the Mercer community and learned about diverse cultures through the program

## Work Experience

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**YMCA Youth Development Camp Counselor** *May – August 2016 Tybee Island, Ga*

- Supervised and served as a role model for children of five to twelve years old
- Sharpened my skills in collaboration, adaptability, communication, and most importantly responsive problem solving. I would work to organize trips for the campers, and would discipline and communicate their improvements/accomplishments to their parents